

DRINK RESPONSIBLY.

**KEEP WHAT
YOU'VE EARNED**

HELP OUR SAILORS KEEP WHAT THEY'VE EARNED

COMMUNITY GUIDE TO THE NAVY'S RESPONSIBLE DRINKING CAMPAIGN

Misuse of alcohol, whether because of underage or irresponsible drinking, can put the safety and security of our Sailors and the communities around them at risk. Fortunately, research shows that community-based alcohol abuse prevention and intervention programs can have a positive impact on drinking habits. Local communities serve an important role in the military experience, including influencing Sailors' drinking decisions on and off base.

The Keep What You've Earned campaign seeks to encourage responsible drinking among Sailors by celebrating the achievements in their Navy careers. Through recognition of their hard work and dedication, Sailors are reminded of their accomplishments—and how much they have to lose if they make poor choices regarding alcohol. The campaign actively engages Sailors as advocates for responsible drinking.

WHAT YOU CAN DO

Our neighbors have a long history of support for Sailors and their sacrifices. As an extension of that support, we ask that you help Sailors make responsible drinking choices by providing alternative activities to keep them engaged, healthy and above all, safe.

Use these strategies to create and maintain an environment that promotes responsible drinking:



COMMUNITY OFFICIALS	FRIENDS OF THE NAVY	COMMUNITY BUSINESSES
<ul style="list-style-type: none">• Identify Navy and community points of contact to work with on alcohol abuse prevention efforts• Increase enforcement of laws and policies, such as those addressing drunk driving and underage drinking• Increase implementation of sobriety checkpoints	<ul style="list-style-type: none">• Offer alcohol-free social, extracurricular and public service options• Offer community-based safe-ride programs• Distribute messaging that promotes responsible drinking and outlines the risks and consequences of alcohol abuse	<ul style="list-style-type: none">• Restrict the marketing and promotion of alcoholic beverages• Prohibit alcohol access to underage and intoxicated patrons• Discourage excessive drinking activities in local bars• Offer responsible beverage-service training

For more information:

Visit www.nadap.navy.mil
or call 1-866-U-ASK-NPC

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**ENCOURAGE OUR SAILORS TO
DRINK RESPONSIBLY.**

Navy Alcohol and Drug Abuse Prevention